

REMARKS

Claims 1-19 stand rejected under 35 USC §103(a) as being unpatentable over Applicants' prior art, Sugahara, and Shohara. Applicants have amended claims 1 and 11 to further distinguish over the cited references.

The references fail to teach or suggest a method of both removing and reapplying battery power from a receiver in an ESL by control circuitry while other ESL components remain powered.

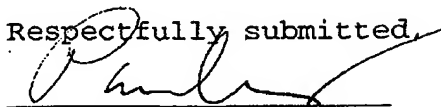
Sugahara focuses on entering a reduced power state, not on wakeup. Wakeup occurs, if at all, when a user initiates wakeup by striking a key or other input device.

Shohara fails to teach or suggest ESLs and further fails to teach removing power to a receiver while other components remain powered. Shohara teaches removal of all power except power to the timer.

The references further fail to teach or suggest staggering of end times as claimed in claims 20 and 21.

Applicants now respectfully request that the pending claims be allowed.

Respectfully submitted,



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